



CALIFORNIA WINE BRINGS 'SUNSHINE' TO KOREAN CONSUMERS

FOR IMMEDIATE RELEASE
Wednesday, June 15, 2000

CONTACT: Joshua Eddy
(916) 654-0389
Jeddy@cdfa.ca.gov

SACRAMENTO – Korean wine drinkers will soon be savoring the taste of California's finest vintages due to a unique partnership between the California Department of Food and Agriculture (CDFA), Doosan Corp Liquor BG, the California's Korean Office of Trade and Investment and California wineries. An evident full-scale recovery of the South Korean economy has resulted in an increased demand for luxury imports by Korean consumers. The CDFA has responded to this demand by working to establish a strong market for California wine in the region.

Doosan Corp Liquor BG, a division of one of Korea's largest conglomerates, has been in negotiation with four California wineries to initiate the import of seven brands of wine. One of the companies to have already signed a contract with Doosan is Ironstone Vineyards located in California's historic Sierra foothills. The first shipments of Ironstone's Cabernet Sauvignon and Obsession Symphony have arrived in Korea and will soon reach store shelves.



While several other brands of California wine are already present in Korea, this marks the first time that California producers have entered the market with a large food and beverage company like Doosan as a partner. Doosan currently dominates Korea's domestic wine market, and together with the marketing efforts of the CDFA's 'California Taste The Sunshine' campaign, it is poised to capture a large portion of the foreign wine market.

California should see significant economic benefits from increased wine exports to Korea. To celebrate the new partnership a gala promotional launch event was held in Seoul on June 12, 2000. The guests included US Ambassador Steven Bosworth, General Thomas Schwartz – Commander in Chief of the US Armed Forces in Korea, and a number of other dignitaries involved in relations between California and Korea.

The CDFA is involved in many other projects to increase and establish California exports in the recovering Asian economies. For more information and photos, please visit our website www.cdfa.ca.gov/exports